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Seeds and Flowering Bulbs by Max Schling

ISMENE CALATHINA

From Old Peru

One of the sweetest flowers ever grown. Has large, lovely, Amaryllis-like pure white flowers, very fragrant and makes a fine garden plant. \$5.00 per doz., \$35.00 per 100

BEGONIAS, Tuberous-rooted

Words cannot describe the beauty of these gorgeous flowers, single or double. One is as fine as the other, and whether the color is crimson, pink, scarlet, white, yellow, or salmon, every bloom is breathtaking.

They require shade and do best in a loose soil with equal parts of loam, leafmold, and sand, kept moist but not too wet. Start in the hotbed, or in barely moist sand near the furnace, being sure the concave side is up. Cover with ½ inch of sand and keep barely moist; when started, pot and keep in a sunny window until frost danger has passed, then plant out, or plant tubers outside after all danger of frost is past.

GIANT SINGLE-FLOWERING
Crimson, Pink, Scarlet, White, Yellow, and Salmon. 30c. each, \$3.00 per doz., \$20.00 per 100.

Special Collection:
Two each of six colors.....\$2.75

GIANT DOUBLE-FLOWERING
Yellow, Crimson, White, Scarlet, Pink, and Salmon. 30c. each, \$3.00 per doz., \$20.00 per 100.

Special Collection:
Two each of six colors.....\$2.75

A Gift Certificate

A new and novel way of saying "A Merry Christmas" with an unusual gift. Send a gift certificate covering one or more of these collections of seeds or bulbs, which will be shipped at the proper time for planting, or at any date you may specify.

GLADIOLUS

Albatross. A huge pure white on tall spikes, many flowers open at one time. \$1.50 per doz., \$10.00 per 100.

Ave Maria. Light blue, with small purple blotches. \$1.15 per doz., \$8.00 per 100.

Betty Nuthall. Light coral, pale orange throat, light carmine feathering. \$1.00 per doz., \$7.00 per 100.

Commander Koehl. Large, rich, clear blood-red flowers on tall plant. \$1.50 per doz., \$10.00 per 100.

E. I. Farrington. Rich clear yellow blooms, 6 open at one time. \$1.00 per doz., \$7.00 per 100.

Marmora. Lavender-gray, Petunia blotch. An exquisite variety. \$1.00 per doz., \$7.00 per 100.

Mother Machree. Misty lavender, suffused and overlaid with salmon-pink toward the edges of the petals. \$1.25 per doz., \$9.00 per 100.

Mrs. Frank Pendleton. Salmon-pink, with brilliant carmine blotches in throat. 85c. per doz., \$6.00 per 100.

Mrs. Leon Douglas. Begonia-rose, overlaid with scarlet-flame shadings; huge, wide-open flowers. 85c. per doz., \$6.00 per 100.

Mrs. W. H. Phipps. Flesh-pink blooms, 16 to 18 open at one time on strong spike. A super-giant. \$1.00 per doz., \$7.00 per 100.

Our Selection. A glorious salmon-red, flaked with a deeper shade; lower petals blotched cerise, bordered with cream. \$1.15 per doz., \$8.00 per 100.

Sunnymede. A rare shade of orange-yellow; long spike. 85c. per doz., \$6.00 per 100.

COLLECTIONS:

3 bulbs each of the above varieties—36 bulbs in all.....\$3.50

6 bulbs each of the above varieties—72 bulbs in all..... 6.00

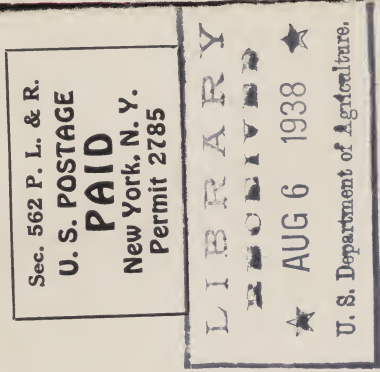
12 bulbs each of the above varieties—144 bulbs in all.....10.00

Max Schling's Favorite Collections

Our "ALL SUMMER GLORY" Collection

1 pkt. Aster Branching Mixed.....	\$0.25	1 pkt. Gypsophila (Babysbreath) Elegans Alba.....	\$0.15
1 pkt. Alyssum, Carpet of Snow.....	.15	1 pkt. Larkspur, Branching Mixed.....	.15
1 pkt. Antirrhinum (Snapdragon), Modern Giants.....	.10	1 pkt. Lupine (Annual) Mixed.....	.10
1 pkt. Balsam, Finest Mixed.....	.15	1 pkt. Marigold, Guinea Gold.....	.25
1 pkt. Calendula, Finest Mixed.....	.10	1 pkt. Nasturtiums, Double Gleam Hybrids.....	.25
1 pkt. Calliopsis, Tall Varieties Mixed.....	.15	1 pkt. Nigella, Miss Jekyll (Love-in-a-Mist).....	.15
1 pkt. Candytuft, Finest Mixed.....	.15	1 pkt. Petunia, Bedding, Single Mixed.....	.10
1 pkt. Cosmos, Early Single Mixed.....	.10	1 pkt. Phlox Drummondi, Finest Mixed.....	.25
1 pkt. Centaurea (Cornflower), Mixed.....	.10	1 pkt. Poppy, Shirley, Single Mixed.....	.20
1 pkt. Gaillardia, Finest Mixed (Double-flowered).....	.15	1 pkt. Zinnia, Dahlia-flowered Mixed.....	.25

Value, \$3.25 — Special Collection Price, \$2.00



United States Dept. of Agriculture
Dept. of Horticulture
Washington

618 Madison Ave.
NEW YORK, N. Y.

Christmas Greetings
from
Max Schling
SEEDSMEN, INC.

Problems
Your Christmas
Solving

New and Novel Way of Saying "A Merry Christmas"



Gifts FOR THE GARDEN LOVER

- 1 **Osmo Watermat** — An indestructible watermat, with rustproof saucer, is ideal for all house plants. Large, for 5½ in. and 6 in. pots, 50c. each. Medium, for 4 in. and 4½ in. pots, 40c. each. Small, for 3 in. and 3½ in. pots, 30c. each. A Combination Gift Package, two medium and one small—\$1.00.
- 2 **Bulb Bowls**—Ideal for culture of Paperwhite Narcissus and can also be used for candy, fruit or nuts. Made of finest copper, \$1.50.
- 3 **Flower Holder**—Serviceable Flower Holders are appreciated whether your friends grow flowers or buy them. These arrangers shown above are painted green and will not rust. Packed in California redwood boxes, they make an attractive and practical gift. \$1.50.
- 4 **Lawnade Shovel Barrow**—This shovel barrow is of practical value and a gift that will be most appreciated. Acts as a wheelbarrow in transporting gravel, loam, coal, ashes, fertilizers, or any material or litter. Cleans snow from walks and driveways quickly and easily. Loading from a pile is simple. Body of strong steel plate; framework of stout steel angles; re-enforced lip and back wall; rubber tired, ball bearing wheels. Its perfect balance reduces exertion to a minimum. Complete with rubber tires. \$20.00 Equipped with steel wheels and steel tires. \$17.50
- 5 **Garden Baskets**—Fabricated of fine imported willow, these attractive baskets serve the double purpose of holding tools or being used for gathering flowers; made in natural color or painted jade green.
Garden Basket (A)—On stick for gathering cut flowers or for general garden use. Natural color, \$6.00; with tools as shown (regular value, \$22.00), \$18.00, prepaid. Painted jade green, \$7.00; with tools as shown (regular value, \$22.50), \$19.00, prepaid.
Garden Basket (B)—Natural color, \$5.00; with tools as shown (regular value \$21.00), \$16.00, prepaid. Painted jade green, \$6.00; with tools as shown (regular value \$22.00) \$17.00, prepaid.
- 6 **Watering Pots**—Made of copper and brass. Small model—2 qts. \$2.25 postpaid. Large model, 2½ qts., \$12.50, postpaid.
- 7 **Dish and Tray**—planted with Lily-of-the-valley. Bowl and tray match and can be had in light green or white of design illustrated. Price \$2.00 F.O.B. New York. Add 25 cents for postage if shipped out of town.
- 8 **Modern Wall Brackets**—A finely made wall bracket in two designs: one shown in illustration; other one, pheasant design. Either in green or black. Included is a colorful glazed pot. An acceptable gift for anyone. \$1.50.

- 9 **Modern Grass Shears** — Perfectly balanced grass shears with a patented toggle action, assuring constant self-tensioning; undullable and rustproof blades, of cold rolled steel. Your arm and hand are always in a natural position when using. The long-handle model allows the user to stand erect, and the cutting blades are supported at proper height by wheels. Short handle model, \$1.60, postpaid. Long handle model, \$2.75, prepaid.
- 10 **Bishop Suet Rack No. 118**—This feeder is made of pine with hardwood dowels for the rack. It holds two Wild Bird Cakes or a large piece of suet. The roof lifts. During the Spring it may be used for nesting material. Length, 11½ inches. Price \$1.50.
- 11 **Max Schling's New Cut and Gather Flower Shears** — Made of stainless steel finished in chromium plate. These were especially designed by Mr. Schling. The arched handle balances the weight and allows more accurate cutting. May also be used as Grape shears. \$3.50 per pair.
- 12 **Twin Pails**—Twin Pail flower gatherers make a most practical gift. Light and easily carried by a single handle, they add days to the life of blooms which are put into water immediately upon cutting. Painted seafoam green, inside and out, will not rust. Attractively priced at \$3.50. Can be used for cooling bottled liquids.
A—Tall Pail, 10 in. x 6 in.; Short Pail, 5 in. x 5 in. B—Twin Pails, 6 in. x 5½ in.
C—Tall Pail, 12 in. x 18 in.; Short Pail, 8 in. x 8 in. D—Twin Pails, 10 in. x 5½ in.
- 13 **GARDEN ACCESSORIES**—
Grass Shears.....\$1.60 English Steel-fingered Gloves.....\$4.00 per pair
Pruning Shears.....5.00 Kreme-skin Gloves (right).... 1.00 per pair
Hand Fork.....1.00 Eazy-wear Gloves (left)..... .75 per pair
Flower Gathering Scissors—right. \$2.25; left.....\$1.60
- 14 **Trowel and Fork**—Your gift problem for the ardent gardener can be easily solved by the purchase of this fine imported trowel set. Soil does not adhere to the stainless steel working section, and the handles are of a water-hardened birch that won't crack. Arches made to simplify work. \$4.25.
- 15 **Garden Barrow**—Introducing the new Sport Model garden barrow. Any garden lover will find a multitude of uses for this attractively designed, featherweight wheelbarrow. The iron frame and basket are painted green. The basket lifts out of the barrow. Just the thing for gathering up the grass clippings and weeds. *Specifications*—Frame, 48 in. long x 22 in. high x 17 in. wide. Basket 17¾ in. in diameter x 12 in. deep. Sent by express only. Price \$5.50, f.o.b. New York, \$6.00 express prepaid east of the Mississippi.
Venetian Wall-piece — Interesting in design, decorative and useful. Ideal for Ivy and other drooping foliage plants. Brackets and bowls made of beautiful brass and copper. A lasting gift. Price \$3.50.



The Living Christmas Gift

For WIFE, SWEETHEART or MOTHER
From Max Schling's Famous Flower Shop

Though you may search for weeks, there are no gifts so lovely as those we offer for your selection. They carry a sentiment far beyond their cost, whether you choose one for \$5 or the costliest rarity for \$50 or \$100.

CAPE COD GARDEN
An original Max Schling Christmas Gift. Hand decorated Cape Cod houses and white-fenced little garden full of flowers. For delivery in greater New York \$10.00 and up.

Max Schling
Flowers for Every Occasion
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